

SEMIOTICS OF COLOR RED IN *THE GIVER* MOVIE

UNDERGRADUATE THESIS

**BY
NUR AMALINA ZATALINI
NIM 145110100111002**



**STUDY PROGRAM OF ENGLISH LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2018**

SEMIOTICS OF COLOR RED IN *THE GIVER* MOVIE

UNDERGRADUATE THESIS

**Presented to
Universitas Brawijaya
in partial fulfilment of the requirements
for the degree of *Sarjana Sastra***

**BY
NUR AMALINA ZATALINI
NIM 145110100111002**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2018**

DECLARATION OF AUTHORSHIP

Herewith I,

Name : Nur Amalina Zatalini
NIM : 145110100111002
Address : RT/RW 01/04 Dusun Selatan Desa Tales, Kecamatan Ngadiluwih
Kabupaten Kediri

declare that:

1. this undergraduate thesis is the sole work of mine and has not been written in collaboration with any other person, or nor does it include, without due acknowledgement, the work of any other person.
2. if at a later time it is found that this undergraduate thesis is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me.

Malang, 03 July 2018



Nur Amalina Zatalini
NIM. 145110100111002

This is to certify that the undergraduate thesis of **Nur Amalina Zatalini** has been approved by the supervisor.

Malang, 03 July 2018
Supervisor,



Emy Sudarwati, S.S., M.Pd.
NIK. 201009 830414 2 001



This is to certify that the undergraduate thesis of **Nur Amalina Zatalini** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*.



Emy Sudarwati, S.S., M.Pd., Chair
NIK. 201009 830414 2 001



Istiqomah Wulandari, S.Pd., M.Ed., Member
NIP. 19781017 200604 2 001

Acknowledged by,

Head of Study Program of English

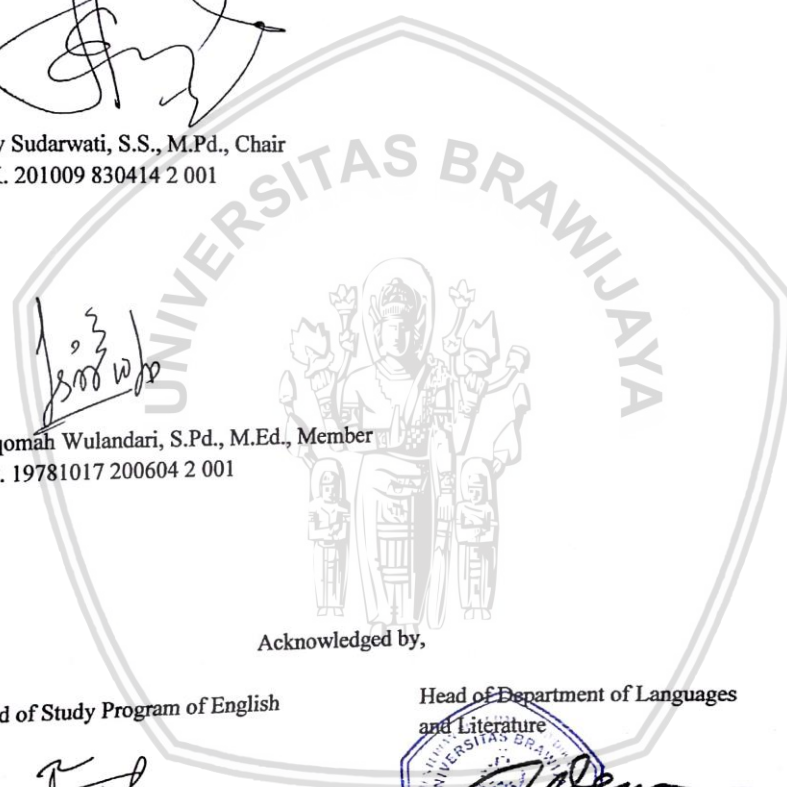


Juliat, S.S., M.Hum.
NIP. 19720929 200604 2 001

Head of Department of Languages
and Literature



Sahiruddin, S.S., M.A., Ph.D.
NIP. 19790116 200912 1 001



ACKNOWLEDGEMENTS

Alhamdulillah, praise to Allah SWT who gave me the chance to finish this undergraduate thesis in partial fulfilment of the requirements for the degree of *Sarjana Sastra*, Universitas Brawijaya, Malang.

In completing this study, I earned guidance, suggestions, inspirations, and motivation from many parties. Therefore, I would like to family for all kinds express her gratitude and appreciation to:

1. Emy Sudarwati, S.S., M.Pd. as the supervisor and Istiqomah Wulandari, S. Pd., M.Ed. as the examiner, for all the invaluable suggestions, time, and patience given to the author in the process of completing this study.
2. My family for all kinds of supports and affections.
3. The lecturers from the English Department for all knowledge given during the college study.
4. My friends from English Literature especially Ajeng, Zulfarida, Aping, Kirana, Erin, Audra, Hans, Rina, Tori, Restu, Lia and Vio. Not to forget her friends, Maysarah, Padma Dewi and sixsome for all the support and motivation.

Hopefully this thesis can give advantages and inspirations to the academic enthusiasts of the Faculty of Cultural Studies particularly the English Department students.

Malang, 03 July 2018

The Writer

ABSTRACT

Zatalini, Nur Amalina. 2018. **Semiotics of Color Red in *The Giver* Movie**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Emy Sudarwati.

Keywords: Semiotics, color, sign, movie, denotative and connotative meaning

Movie is a literary work that becomes very popular in everyday life. One of the important aspects in a movie is the color use. Besides making movie more interesting, color is used to serve and build a character. This study analyzes the color red in *The Giver* movie as a sign based on semiotics approach. The researcher conducted this study to analyze how color red interpreted as a sign and the meaning behind.

This study uses qualitative approach with a descriptive result. Document or content analysis is applied to analyze the captured scenes of *The Giver* movie which contains the color red.

The study found out that the color red has several meanings behind its presences. The color is reflected in some properties. The writer found several things painted in color red around Jonas. The things are Viona's hair, apples, books, and clothes. Even though the things have the same color red, each of them has different meaning beyond. The color red itself and the things that possess it have related meanings to complete each other. Also, the meaning of color red is closely related to Jonas' character as the main character.

Hopefully, for the future research that has conduct the same topic as this study can provide a better analysis and cover up the limitation of this study. Furthermore, the writer hopes this study can be used as the additional knowledge and literature for the next researcher who wants to conduct a reseach about semiotics analysis, especially color in a movie.

ABSTRAK

Zatalini, Nur Amalina. 2018. **Semiotics of Color Red in *The Giver* Movie**. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Emy Sudarwati.

Kata kunci: Semiotik, warna, tanda, film, arti denotatif dan conotatif

Film merupakan karya sastra yang sangat populer dalam kehidupan sehari-hari. Salah satu aspek penting dalam sebuah film adalah penggunaan warna. Selain untuk membuat film lebih menarik, warna digunakan untuk mendukung dan membangun karakter. Penelitian ini menganalisis warna merah dalam film “The Giver” sebagai tanda berdasarkan pendekatan semiotika. Peneliti melakukan penelitian ini untuk mengetahui bagaimana warna merah ditafsirkan sebagai tanda dan mengetahui makna di baliknya.

Penelitian ini menggunakan pendekatan kualitatif dengan hasil deskriptif. Analisis dokumen atau konten diterapkan untuk menganalisis adegan yang diambil dari film *The Giver* yang mengandung warna merah.

Hasil dari penelitian ini menunjukkan bahwa warna merah memiliki beberapa arti di baliknya. Warna merah tersebut terdapat dalam beberapa benda. Penulis menemukan beberapa benda yang memiliki warna merah di sekitar Jonas. Benda tersebut adalah rambut Viona, apel, buku, dan pakaian. Meskipun benda-benda tersebut memiliki warna merah yang sama, masing-masing memiliki arti berbeda. Warna merah itu sendiri dan benda-benda yang memilikinya memiliki arti yang terkait untuk saling melengkapi. Makna warna merah juga sangat erat kaitannya dengan karakter Jonas sebagai karakter utama.

Semoga untuk penelitian selanjutnya yang mengambil topik yang sama dengan penelitian ini dapat memberikan analisis yang lebih baik dan menutupi keterbatasan penelitian ini. Selanjutnya, penulis berharap penelitian ini dapat menjadi tambahan pengetahuan dan literatur bagi peneliti selanjutnya yang ingin melakukan penelitian tentang analisis semiotika, terutama analisis warna dalam sebuah film.

TABLE OF CONTENTS

	Page
TITLE PAGE.....	i
DECLARATION OF AUTHORSHIP.....	ii
SUPERVISOR'S APPROVAL.....	iii
BOARD OF EXAMINERS' APPROVAL.....	iv
ACKNOWLEDGEMENTS.....	v
ABSTRACT.....	vi
ABSTRAK.....	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES.....	x
LIST OF APPENDICES.....	xi
 CHAPTER I INTRODUCTION	
1.1 Background of the Study.....	1
1.2 Problems of the Study.....	4
1.3 Objectives of the Study.....	4
1.4 Definitions of Key Terms.....	4
 CHAPTER II REVIEW OF RELATED LITERATURE	
2.1 Semiotics.....	6
2.2 The Peircean Model.....	7
2.3 Denotation and Connotation.....	8
2.4 Theory of Color	9
2.5 Previous Studies.....	11
 CHAPTER III RESEARCH METHOD	
3.1 Research Design.....	13
3.2 Data Sources.....	14
3.3 Data Collection.....	14
3.4 Data Analysis.....	14
 CHAPTER IV FINDINGS AND DISCUSSION	
4.1 Findings.....	16
4.1.1 Jonas Sees Color Red in Viona's Hair.....	17
4.1.2 Color Red on An Apple.....	22
4.1.3 The Color Red of the Book.....	27
4.1.4 Jona's Past Memories and Vision.....	28
4.2 Discussion.....	34
 CHAPTER V CONCLUSION AND SUGGESTION	
5.1 Conclusion.....	39

	5.2 Suggestion.....	40
REFERENCES	41
APPENDICES	43



LIST OF FIGURES

	Page
4.1.1.a Viona's hair color change into red.....	18
4.1.1.2.b Jonas's happy expression when he sees Viona.....	19
4.1.1.2.c Jonas greets Viona in the way to the trainee.....	19
4.1.1.2.d Jonas' praise expression indicates he admire Viona.....	20
4.1.1.2.e Jonas attention moves to the color changes of Viona's hair.....	21
4.1.2.f Jonas sees the red apple.....	22
4.1.2.2.g Jonas uses the apples to skip the morning injection.....	23
4.1.2.2.h Jonas asks Viona to skip her morning injection using the apple....	25
4.1.2.2.i Jonas sees Viona with undescribable condition after she is skipping her morning injection.....	25
4.1.3.j The red books in the giver's house.....	27
4.1.4.1.k Captured moment of wedding ceremony in Jonas' memories related to emotion.....	29
4.1.4.1.l Memories of the war.....	30
4.1.4.1.m Memories of religion.....	31
4.1.4.1.n Captured memories from the giver to Jonas before he is leaving the community.....	32

LIST OF APPENDIXES

	Page
1. <i>Berita Acara Bimbingan Skripsi</i>	44



CHAPTER I

INTRODUCTION

As the introduction of this study, this chapter consists of four sub-chapters namely background of the study, problems of the study, objectives of the study, and definition of key terms.

1.1 Background of the Study

Movie is a literary work that becomes very popular in everyday life. Besides using movie to entertain people, movie also can be used as a media for human to express their idea, thought, and feeling in one form like an act as real life. Based on Cambridge dictionary, movie is a series of moving pictures, usually shown in a cinema or on television and often telling a story. The story itself can be a representation of their real life or something they want to achieve in a real life.

Originally, film is in black and white. However, along with the development of technologies, film production is also developing, especially in color use.

According to Studio Binder (2016):

Considering cinema's origin in black and white, it's not surprising that many filmmakers have an obsession with color in films. From wardrobe choices and color gels to post-production filters and fonts, movie color schemes play a vital role in a director's vision.

Means component of movie is color. The filmmaker puts an important role on color as part of storytelling tools in movie. Colors can be used to give a better understanding to the audiences. It has a power to influence how the audiences perceive the film and the characters. Based on the Studio Binder (2016), color can affect us emotionally, psychologically and even physically, often without us becoming aware. Color in film can build harmony or tension within a scene or bring attention to a key theme.

Afterward, this study analyzes the color that use in *The Giver* movie. The movie is selected because the way movie scene presented is different. Instead of using colorful scene, *The Giver* movie is presented in black and white. Around 2014, there are several movies also serve the same theme about a society as *The Giver* movie. However, all of them is presented in such colorful movie scene. The writer found that there is a relation between the color presented and the background story of the community. In *The Giver* movie, the elders create a true equal society by removing all of memories of the past. Every single aspect in their live is determined by the rules. Everything is treated just the same. That is why the community just presented in black and white.

The Giver movie is adapted from a novel with the same title. The main character is Jonas. He is selected to be the next the giver. The giver is a person who hold an important role in the community. He is the only one in the community who has all of memories of the past. Because of that, sometimes Jonas feels can see beyond everyone else does since his childhood.

Even though *The Giver* movie generally in black and white, the colorful scene begins to appear after Jonas does his trainee with the previous the giver. The conflict is arising and he starts to see color. The first color he sees is red, which is Viona's hair. After that, the movie scene is presented in black and white with something which is red. Then, Jonas gradually also sees the other colors. The climax of the story begins when Jonas decides to leave the community by crossing the boundary in order to save Gabriel. In the end of the story, he manages to leave the community and the memories back to the community.

Based on the explanation of the story above, the color use and the story in this movie seems closely related. As a visual tools and storytelling, the color not only use to make the movie look good, but also to serve the story and built a character. The color brings a meaning behind its presences. That is why this study talks about the color interpretation and the meaning behind the color use, especially the color red which is the first color Jonas sees. As written in Studio Binder (2016):

Although colors do have associated conventions, it's not dogmatic. There are no absolute rules for color selection. Ultimately, the viewer's reaction to the color is dependent on how it is defined within the film.

Colors become a sign that can be interpreted. According to Chandler, p. 60, sign is a meaningful unit which is interpreted as 'standing for' something other than itself. The meaning can be quite different in some case depends on the condition given.

Regarding the things mentioned above, the researcher chooses the color portrayed in the movie as the focus of the study entitled Semiotics of Color Red in *The Giver* Movie. This study is important because color also has important role in

building a story and character in the movie. Otherwise, color brings some meaning with it. Hopefully, the readers, especially the one who wants to know about this particular color in the movie, get some knowledge about the color use and meaning behind it by reading this study. Also, this study may enrich the literary work in semiotics, especially how symbols represent something.

1.2 Problems of the Study

Pursuant to the background of the study above, the researcher proposes two problems of the study:

1. How is color red interpreted as a sign in *The Giver* movie?
2. What is the meaning of color red found in *The Giver* movie?

1.3 Objectives of the Study

In relation to the problems of the study, this study aims to:

1. Analyze how red color is interpreted as a sign in *The Giver* movie.
2. Analyze the meaning behind red color found in *The Giver* movie.

1.4 Key Terms

Key terms that are be used in this study are:

1. **Semiotics** : Semiotics is a study of sign (Chandler, p. 1)
2. **Colors** : Color is a property possessed by an object of producing different sensations on the eye as a result of the way the object reflects or emits light (Oxford Dictionary)
3. **Sign** : Sign is a meaningful unit which is interpreted as 'standing for' something other than itself (Chandler, p. 60)
4. **The Giver Movie** : The Giver Movie is a title of a movie about an ideal perfect community directed by Philip Noyce (2014).
5. **The Peircean Models** : The Peircean Model is a model of signs proposed by Charles Sanders Peirce (1931)
6. **Denotation and Connotation** : Denotation is definitional, literal, obvious or common-sense meaning of a sign, while connotation is the socio-cultural and 'personal' associations (ideological, emotional, etc.) of the sign (Chandler, p. 137-138).

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter will talk about the related literature to conduct this study. Since this study is about semiotics of colors in *The Giver* movie, this chapter will give brief explanation about Semiotics, The Peircean Model, Denotation and Connotation, Theory of Colors, and Previous Studies.

2.1 Semiotics

Semiotics is a study about sign. Sign refers to anything which stands for something else. Umberto Eco stated that semiotics is concerned with everything that can be taken as a sign (1976, cited in Chandler 2002, p. 2). Chandler (2002, p.2) added, "Semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stands for' something else". From the explanation above, form of sign can be words, images, gestures, sounds, colors, and other objects. Therefore, this study focuses on color as a sign.

Color can be considered as a sign because people have certain meaning behind the color they use. For example, red in Indonesian flag has brave meaning behind it. But it may have different meanings in other circumstances. Red in traffic light means "stop", so it is different from the meaning of red in Indonesian flag.

Sign has two main components, the sign vehicle and its meaning. Swiss linguist Ferdinand de Saussure (1857–1913) proposed his dyadic tradition. Saussure defined a sign as being composed of a ‘signifier’ (*signifiant*) and a ‘signified’ (*signifié*). Signifier is the form of the sign, while signified is notion or concept of meaning in mind.

Furthermore, this study analyzes the color red found in the movie through semiotic principles. This study uses color as a sign and find out the meaning behind it.

2.2 The Peircean Model

In connection with the relationship between the signifier and signified, Peirce offered 3 modes of the sign.

1. Symbol: completely conventional, there is no relation and resemblance between the signifier and its signified, people can understand it through learning. Example: national flag and traffic light.
2. Icon: the signifier resembles the signified (recognized by looking, touching, smelling, sounding, tasting, and so on), similar by possessing some qualities. Example: the portrait, cartoon, and dubbed film soundtrack.

In the context of color, the red liquid in the skin would normally generate reference to blood.

3. Index: the signifier in some ways (physically or causally) is connected to the signified. For example: natural signs (smoke, thunder, footprints, echoes, non-synthetic odours and flavours), medical symptoms (pain, a rash, pulse-rate), measuring instruments (weathercock, thermometer, clock, spirit-level), signals (a knock on a door, a phone ringing), pointers (a pointing 'index' finger, a directional signpost), recordings (a photograph, a film, video or television shot, an audio recorded voice), personal 'trademarks' (handwriting, catchphrases).

As example in the context of color, a red or pink colored drink would normally serve as an index to strawberry taste and usage of the other color will cause disbelief in the minds.

2.3 Denotation and Connotation

Denotation tends to be described as the definitional, literal, obvious or common-sense meaning of a sign. It can be described by dictionary meaning.

Meanwhile, connotation is used to refer to the socio-cultural and 'personal' associations (ideological, emotional, etc.) of the sign. These are typically related to the interpreter's class, age, gender, ethnicity and so on. Thus, connotation is context dependent.

Based on the theories above the researcher will analyze how color red has meaning as sign portrayed in several objects.

2.4 Theory of Color

Color is one of visual components in a film. Color plays an important role in serve and built a character. Every color has their own meaning. That is why the filmmaker not only use color as aesthetic attribute, but also use color in order to serve a certain meaning. It is important to take color as a sign because color conveys meaning behind it.

Black, white and gray are dominant colors in "*The Giver*" movie. Since the movie is represented in black and white scene. Beside that two colors, color red often appears too. Furthermore, each color will be explained more based on the color meaning proposed by Jennifer Bourn (2010) and Jacob Olesen as below:

a. Red

Red, the color of blood and fire, is associated with meanings of love, passion, desire, heat, longing, lust, sexuality, sensitivity, romance, joy, strength, leadership, courage, vigor, willpower, rage, anger, danger, malice, wrath, stress, action, vibrance, radiance, and determination. Red represents physical energy, lust, passion, and desire. It symbolizes action, confidence, and courage. The color red is linked to the most primitive physical, emotional, and financial needs of survival and self-preservation, (Jennifer Bourn, 2010).

Jacob Olesen also says the color red indicates strength and perseverance. It can improve the self-confidence of those who are shy or are in lack of willpower. The color red signals physical movement and gives us vitality. It is the color of sexuality

and it can stimulate deep and intimate passion. Love and sex on the positive side, or revenge and anger on the negative side, (color-meanings.com).

b. Black

Jennifer Bourn (2010, para. 1) states black is associated with power, fear, mystery, strength, authority, elegance, formality, death, evil, and aggression, authority, rebellion, and sophistication. Black is required for all other colors to have depth and variation of hue. The color black represents strength, seriousness, power, and authority. In heraldry, black is the symbol of grief. The color black can be serious, professional, and conventional. However, black can also represent the mysterious, sexy, and sophisticated. Black is a visually slimming color for clothing and like other dark colors, in interior design, black can make a room appear to shrink in size.

c. White

White, an inherently positive color, is associated with purity, virginity, innocence, light, goodness, heaven, safety, brilliance, illumination, understanding, cleanliness, faith, beginnings, sterility, spirituality, possibility, humility, sincerity, protection, softness, and perfection. The color of snow, white is often used to represent coolness and simplicity. White gemstones are believed to help create new beginnings, remove prejudice and pre-conceived notions, to see the innocence in others, and to clear emotional clutter and silence the inner critic, (Jennifer Bourn, 2010).

d. Gray

Gray is a cool, neutral, and balanced color. The color gray is an emotionless, moody color that is typically associated with meanings of dull, dirty, and dingy, as well as formal, conservative, and sophisticated. The color gray is a timeless and practical color that is often associated with loss or depression. Dark, charcoal gray communicates some of the strength and mystery of black. It is a sophisticated color that lack the negativity of the color black. Light grays can carry some of the attributes of the color white. The gray color affects the mind and body by causing unsettling feelings. Light grays are feminine in nature, while dark grays are masculine in nature, (Jennifer Bourn, 2010).

2.5 Previous Studies

The researcher uses two previous studies as references in helps the writer carrying of this study. The first is *A Semiotic Analysis of Colors and Symbolic Imagery in Francis Ford Coppola's Bram Stoker's Dracula* (1992) by Veronika Bernard, University of Innsbruck, on 2011. The similarity between Veronika's study and this study is talking about semiotic of colors in a movie. The difference is Veronika uses *Bram Stoker's Dracula* movie (1992), while the researcher uses Philip Noyce's *The Giver* movie (2014) as the object of the study. Also, this study did not analyze the imagery. Veronika's study analyzes the color red as the uncontrolled and the blue color as the controlled. Regarding the results of the study, Veronika stated that the coded colors in Coppola's *Bram Stoker's Dracula* define all varieties of the controlled as extremes leading into (social) disaster: the neglect of sensuality makes humans readier for sensual attractions of all sorts. The (social)

concept of an uncompromising command of the controlled over the uncontrolled is shown to have turned out to be a disastrous failure.

The second previous study is *Symbolism in Ron Howard's Angels and Demons Movie (2009): A Semiotic Approach* by Nurjannah, Universitas Muhammadiyah Surakarta, on 2012. The similarities between this study and Nurjannah's study are both of them use connotative and denotative theory in analyzing the symbol and use movie as the object of study. Meanwhile, the different point is this study focus on how color red found in *The Giver* movie is interpreted as a sign and Nurjannah's study focus on the symbolism reflected in *Angels & Demons* movie. Regarding the results of the study, Nurjannah (2012) drew the conclusions in two points. Firstly, based on the structural analysis, it is evidenced that in this movie the director said that "angels and demons are symbols of good and evil behaviors of individuals in the society". Secondly, based on the semiotic analysis, it is apparent that in this movie the director wants to make the audience realize that the war of good against evil is an everlasting war that everybody should fight in all ages.

CHAPTER III

RESEARCH METHOD

This chapter provides methods used to conduct this study. The researcher discusses the research design, data sources, data collection, and data analysis.

3.1 Research Design

This study used qualitative approach to analyze the problems of the study since the study discusses the semiotics of color red.

As Ary (1972, p. 421) said that:

Qualitative inquiry seeks to understand and interpret human and social behavior as it is lived by participants in a particular social setting. Qualitative inquirers seek to interpret human actions, institutions, events, customs, and the like, and in so doing they construct a “reading,” or portrayal, of what is being studied. The ultimate goal of this kind of inquiry is to portray the complex pattern of what is being studied in sufficient depth and detail so that someone who has not experienced it can understand it.

The type of this study is content analysis since the data source of this study is visual materials which are film scenes from *The Giver Movie*. Content analysis is a research method applied to written or visual materials to analyze specified characteristics of the material. The materials analyzed can be textbooks, newspaper, web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents (Ary, 1972, p. 457).

3.2 Data Sources

Data Sources of this study were taken from *The Giver* movie directed by Philip Noyce (2014). The data is film scenes that contains the sign of color red since the researcher focuses this study on the color red.

3.3 Data Collection

The researcher conducts this study in steps as follows:

1. Watching *the Giver* movie

The researcher watched the movie several times in order to understand the component well.

2. Taking notes

While watching the movie, the researcher also takes some notes related to the scenes which contain the color red.

3. Capturing the scenes of *The Giver* movie

After watching the movie, the researcher captured the scenes which contain color red and related object as data sources.

3.4 Data Analysis

In order to analyze the data and get the results, the researcher takes some steps as follow:

1. Collecting the captured scenes

The researcher collected the captured scenes contain color red and took the data.

2. Analyzing the scenes contain color red based on Peircean Model

First, the researcher analyzed the data using Peircean Model in order to answer the first problem of the study, to find out how color red found in *The Giver* movie is interpreted as a sign.

3. Analyzing the denotation and connotation meaning

Second, the researcher analyzed the meaning behind color red based on its denotative and connotative meaning.

4. Drawing conclusions

The last step is drawing conclusions based on the analysis and interpretation that were done. The results of the study will be presented on chapter IV.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the writer discusses the findings of the study in order to answer the problem of the study. The objects are several screens captures from *The Giver* film scene which contain the color red. The writer analyzes how the color red is interpreted based on The Peircean Model (1982). Also, it aims at their denotation and connotation meaning.

4.1 Findings

There are several scenes that contain the color red. Most of them appear after Jonas doing his traineeship with the previous the giver. The giver shares memories about snow, slide, emotion, love, pain, color, race and religion to Jonas. Red is the first color Jonas sees. At the first, Jonas does not know the color name. However, he has ever seen the color red in Viona's hair. So, Jonas only says that the things alive have the same color as Viona's hair when the giver asks him the quality of the bee.

The first thing that Jonas sees after the giver gives him the memories of color is red apple. Then every scene gradually shows their color after Jonas can identify the color. For example, the film scene shows the natural color of trees, clothes, and skin.

Related to the background and problem of the study, the writer will discuss more on Viona's red hair, red apples, red books, and dominant color red in memories of the past that Jonas sees.

4.1.1 The Main Character, Jonas, Sees the Color Red in Viona's Hair

Jonas sees the quality of the Viona's hair which is the color red when Jonas, Viona and Asher are doing their volunteer activity in the nurturing center. At that time, one of the babies in nurturing center is crying. Jonas's father, a nurturer who works in there, says that they can touch the baby to comfort him. Jonas holds the baby's hand, but the baby keeps crying. Then, Viona successfully comforts the baby by patting the baby's head. This scene is still presented in black and white in order to show the sameness in the community.

The color changes appear when Jonas talks with his father, then he is distracted by Viona. He notices there is something different in Viona's hair. In the scene, it shows by the changes of Viona's hair color into red. Meanwhile, the other objects except the Viona's hair, are still in black and white. Viona, who feels noticed by Jonas, looks him back. Then, the color of Viona's hair changes back gradually.



Figure 4.1.1.a Viona's hair color change into red.

4.1.1.1 Analysis of the Sign

a. Symbolic Mode

1. The color red of Viona's hair
2. Black and white color of the scene

b. Iconic Mode

1. Icon of a girl with wavy hair
2. Icon of a man with straight hair
3. Icon of a person from behind
4. Icon of a storage

c. Indexical Mode

1. The man expression indicates they have a serious conversation
2. Viona's calm expression indicates she doesn't know about the color change of her hair into red

4.1.1.2 Analysis of The Meaning

The color changes of Viona's hair into red symbolize Jonas' interest toward Viona since he sees it differently. It is showed in Figure 4.1.1.2.b below the way Jonas sees Viona.



Figure 4.1.1.2.b Jonas's happy expression when he sees Viona.

Also, in Figure 4.1.1.2.c and 4.1.1.2.d when Jonas approaches Viona after he knows the meaning of love from the previous giver.



Figure 4.1.1.2.c Jonas greets Viona in the way to the trainee



Figure 4.1.1.2.d Jonas's praise expression indicates he admire Viona.

The appearance of the color red on Viona's hair is related to is Jonas's love. Viona is a person he likes. The color red appears in every scene which is Jonas and Viona involved. The color red that he sees in Viona's hair is beyond what he sees in another usual thing. The color red itself brings the meaning of desire, romance, and love. In this case, Jonas seems to have some desire or deep feeling toward Viona. He always thinks about Viona. Even, he had a dream kissing Viona.

Meanwhile, the color red brings the symbolism of deep emotion, love and sexual interest toward opposite gender, Viona's red hair is an icon of a young beautiful girl.

The denotation meaning of red hair is any of the fine threadlike strands growing from the skin of humans, mammals, and some other animals, and hairs collectively, especially those growing on a person's head which is having a reddish-blond or orange-brown color.

Meanwhile red is a color at the end of the spectrum next to orange and opposite violet, as of blood or rubies, (of hair or fur) of a reddish-brown color.

The color red is a stand out color and easy noticed. The color red is often used to color something in order to differentiate it with something else. In film scene, the color red is often used to refocus audience's attention to a specific person, place, or things. In this case, showed in figure 4.1.1.2.e below, Jonas's attention is focused on Viona since he sees the color changes of Viona's hair.



Figure 4.1.1.2.e Jonas attention moves to the color changes of Viona's hair

The color red is also used to build the character and detail. It gives an effect to the audience's perception. The color red brings a meaning that Viona is a special person for Jonas.

Then, red hair color is valued and respected in Europe. It has always had significant standing in society. Girls with red hair show their individuality. It gives meaning that they celebrate the difference and recognize otherness not as something to be scared of, but as enriching a valuable (Harvey, 2015). That meaning is reflected by the character of Viona. She can accept Jonas's idea although she knows

that it is against the rule. At the end, she helps Jonas to escape because she believes what Jonas does is for the good. Viona shows their individual decision and is not afraid to be punished because she can feel the emotion.

4.1.2 Color Red on An Apple

There are several scenes showed the red apple. The apples are served in every dwelling or family unit. The Apples are the first red thins that Jonas sees. Also, Jonas always use the apple to manipulate his morning injection.

1.1.2.1 Analysis of the Sign

After getting the memories of color from the giver, the first thing that Jonas sees is red apples. In the dialog, he mentions, “It is red, just like her hair”. Her hair means Viona’s hair, the color changes that Jonas sees before he gets the memories about color.



Figure 4.1.2.f Jonas sees the red apple

a. Symbolic Mode

1. The color red of apples

b. Iconic Mode

1. Icon of red apples
2. Icon of a globe
3. Icon of an old man in black clothes from behind
4. Icon of a boy
5. Icon of books in bookshelf

c. Indexical Mode

1. The boy's shocking expression indicates he is surprised by the red apple
2. The light lamp indicating they are in dark place

The red apples appear in several scene of *The Giver* movie. The other one is a scene when Jonas uses the apple to manipulate morning injection. The injection itself is used to prevent emotion.

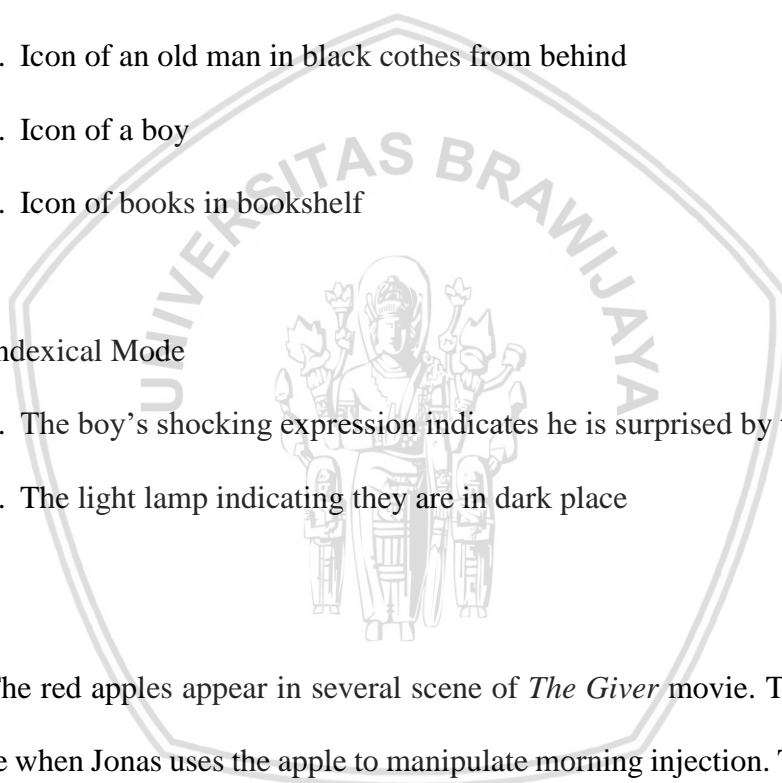




Figure 4.1.2.2.g Jonas uses the apples to skip the morning injection

a. Symbolic Mode

1. The color red of apples

b. Iconic Mode

1. Icon of a red apple
2. Icon of a hand
3. Icon of a boy's body
4. Icon of an injector

c. Indexical Mode

1. The position of body is cover up the action from behind indicates he does it secretly

4.1.2.2 Analysis of The Meaning

Color red of the apple symbolizes action, confidence, and courage. It shows Jonas's courage in against the rule (skipping the morning injection). The apple is not the first red thing appears in this movie. However, the red apple is the first red thing Jonas recognizes. The appearance of color red related to Jonas's action in violating the rule. Using the apple, he is skipping the morning injection which makes him feels the emotion. Then, the emotion leads him to do some series of actions. He knows that what he does is prohibited, but he believes that what he does is right. His action pursues Viona to skip her morning injection also included. The color red indicates his courage in the next action as he responds toward the memories he gets. The pressure of the pain leads him to take a series of action and challenge his own self.



Figure 4.1.2.2.h Jonas asks Viona to skip her morning injection using the apple

Showed in Figure 4.1.2.2.g above, Jonas makes a deal with Viona. Viona willing to skip her morning injection if Jonas promises he won't quit his position.

Even though, both of them know well if what they do is against the rule, they try to face the danger and the risk.

Viona really skips her morning injection. It makes Viona feel a little bit of emotion that has been erased.

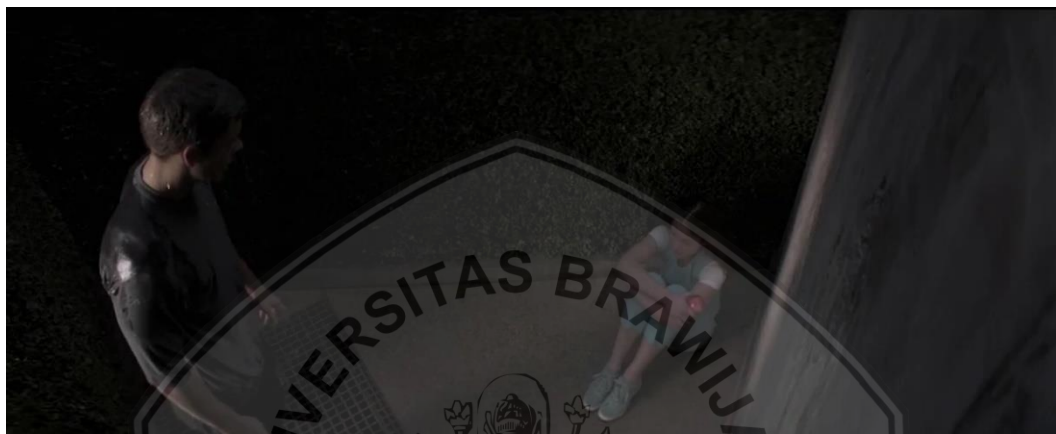


Figure 4.1.2.2.i Jonas sees Viona with undescribable condition after she is skipping her morning injection

The denotation meaning of red apple is the rounded fruit of a tree of the rose family, with red skin and crisp flesh.

Basically, apple has two colors namely green and red. However, red apple is the one that often appears in the movie. Apples appear in many religions, often as a dangerous or forbidden fruit. In the Christian tradition, apple becomes a symbol for knowledge, immortality, temptation and sin (Claire, 2015).

Related to the meanings of color red and the apple above, the color red on the apple in *The Giver* movie implies the meaning of the danger that Jonas will face as the next giver. He has to overcome all of the pain of the past memories. Since, he is the only one person in the community who has knowledge about the past. That position is such an honor, but also brings him self to many risks and danger. He has

to be brave and strong enough. In the end of the movie, he has to make a choice to leave the community in order to save Gabriel. His confidence that his belief is right leads him to do things against the rule. His courage makes him take a long way to pass the boundary.

4.1.3 The Color Red of the Book

The red books appear in the scene when Jonas receives the memories of coloring in the giver house.

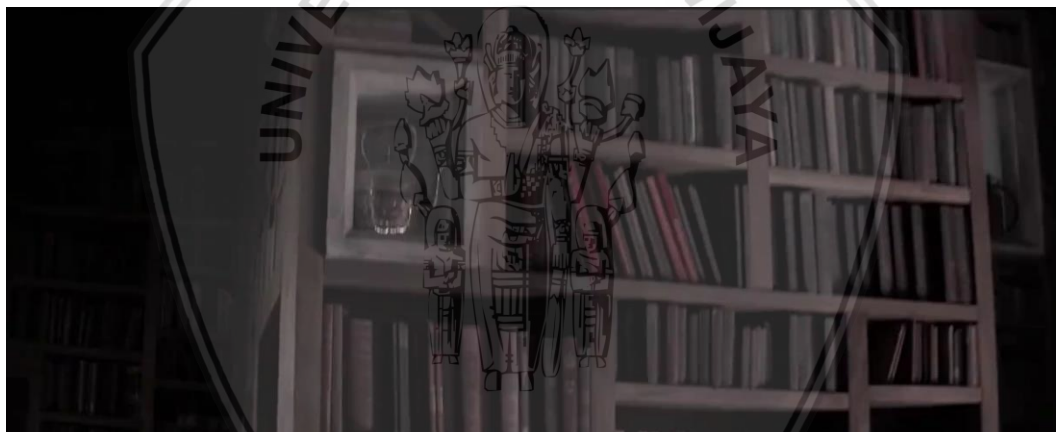


Figure 4.1.3.j The red books in the giver's house

4.1.3.1 Analysis of the sign

a. Symbolic Mode

1. The color red of books

b. Iconic Mode

1. Icon of books

2. Icon of a wooden bookshelf
3. Icon of a kettle

c. Indexical Mode

1. Many books in the house indicates the person likes reading

4.1.3.2 Analysis of the meaning

The color red is determined color. It symbolizes the differences with other. As the next giver, Jonas is different from the rest of community members. He has the quality to see beyond. Also, he has more knowledge than others. As the chief elder says, Jonas possesses all four attributes: intelligence, integrity, courage, and one she can name, but she cannot describe, the capacity to see beyond (*The Giver*, 2014)

The appearance of the color red in this scene is related to Jonas's knowledge as the next giver. Mention in the explanation of color red on the apple, the color red appearances are related to the violation Jonas does to the rule. The cause of the color red appears in the book also related to the action. He does all of the violating action as the result of the knowledge from the memories he gets.

The denotation meaning of book is a written or printed work consisting of pages glued or sewn together along one side and bound in covers. Red book means the book has color red.

There are so many books shown in the giver's dwelling. The book implies knowledge. Since the giver has memories of the past, his knowledge is very

important for the community. The giver has to give a wise solution based on the memories he has if the elders of the community face a problem. Also, the red book is the things that Jonas sees beside the red apple. In the future, Jonas has to be wise in using his knowledge about the past. He is the one who can change the community life.

4.1.4 Jonas's Past Memories and Vision

The giver is the only one who has the memories of the past. Then, Jonas is selected to be the next giver. It makes him the receiver of the memories. The previous the giver passes the memories to Jonas and gives him some lessons. He gives memories about love, pain, color, race, also religion. In the memories, color red looks dominant. The color appears almost in all of Jonas's memories and vision.

4.1.4.1 Analysis of the sign

The member of family unit in *The Giver* movie is ordered by the rules applied in the community. A position of a mother birth gave birth for the community. Then, the elders give the baby for every family unit. One family unit consists of a father, a mother and two children. So, the family unit do not have filiation.

The appearance of the color red in this scene below related to the love between family. The scene portrayed by a mother and his child. The previous giver tells Jonas that love is what you feel for someone else, the mind can explain it, and you cannot make it go away. Jonas asks his family about love, but they can

understand it. The memories show that a long time ago people still having that "love" to each other not only to the opposite gender but also between family.



Figure 4.1.4.1.k Captured moment of wedding ceremony in Jonas's memories related to emotion

a. Symbolic Mode

1. The color red of the clothes

b. Iconic Mode

1. Icon of a young boy
2. Icon of a women or mother

c. Indexical Mode

1. The mother's laugh indicates she is having fun with the boy or his son
2. Blur scene indicates the moment is taken in short



Figure 4.1.4.1.1 Memories of the war

The color red appears in this scene when Jonas's experience the real pain of war. It shows him that having an emotion not only gives a warm feeling but also hurt and pain. The appearance of color red still related to Jonas's action as his response toward the knowledge of the memories he gets.

a. Symbolic Mode

1. The red flash

b. Iconic Mode

1. Icon of something in red

c. Indexical Mode

1. The blur scene indicates the war occurs very quick



Figure 4.1.4.1.m Memories of religion

The previous giver gives some memories before Jonas leaves the community to make him strong. One of the memories shows the sensation of diversity. It shows some different religion which exists in the past. The appearances of the color red in the memories related to Jonas's action he will take which is also against the rule. He wants to escape from the community in order to save Gabriel, the baby that he loves.

a. Symbolic Mode

1. The "*Sujud*" move

b. Iconic Mode

1. Icon of Moslem people praying
2. Icon of a young girl sits in red
3. Icon of a young boy sits

c. Indexical Mode

1. The outfit and action indicate they are Moslem
2. The move (*Sujud*) indicates they are doing *Sholat* together
3. A lot of people indicate they are in wide place such as field

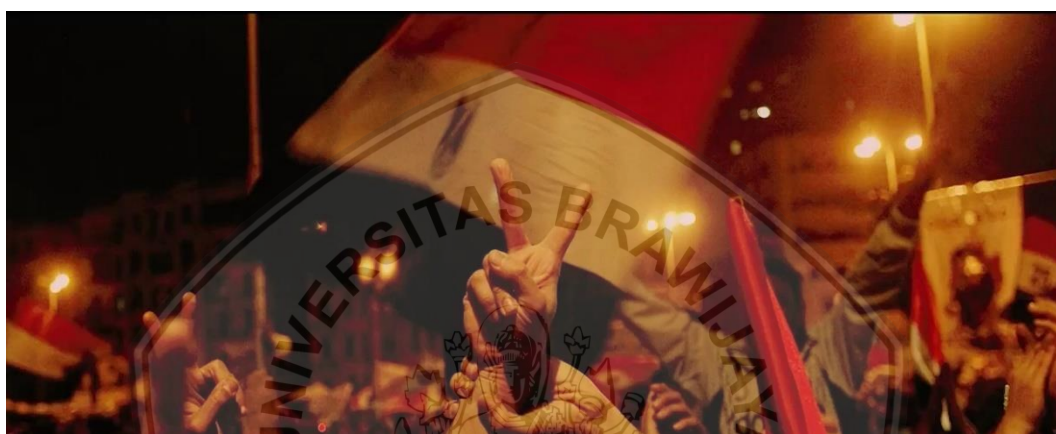


Figure 4.1.4.1.n Captured memories from the giver to Jonas before he is leaving the community

This scene also appears in the memories the giver gives to Jonas before he leaves the community. It portrayed an oration which people can shout out their idea. Everyone has the same right to have a different idea, though, and opinion. The appearances of the color red also related to Jonas's thought which is different from the rest of the community members. It makes him take some action that considered violating the rule although what he does has a good reason. He wants to save Gabriel and Viona who helps him to escape.

a. Symbolic Mode

1. The “peace” signs
2. The flag

b. Iconic Mode

1. Icon of a hand doing “peace” sign
2. Icon of a flag
3. Icon of a person
4. Icon of building

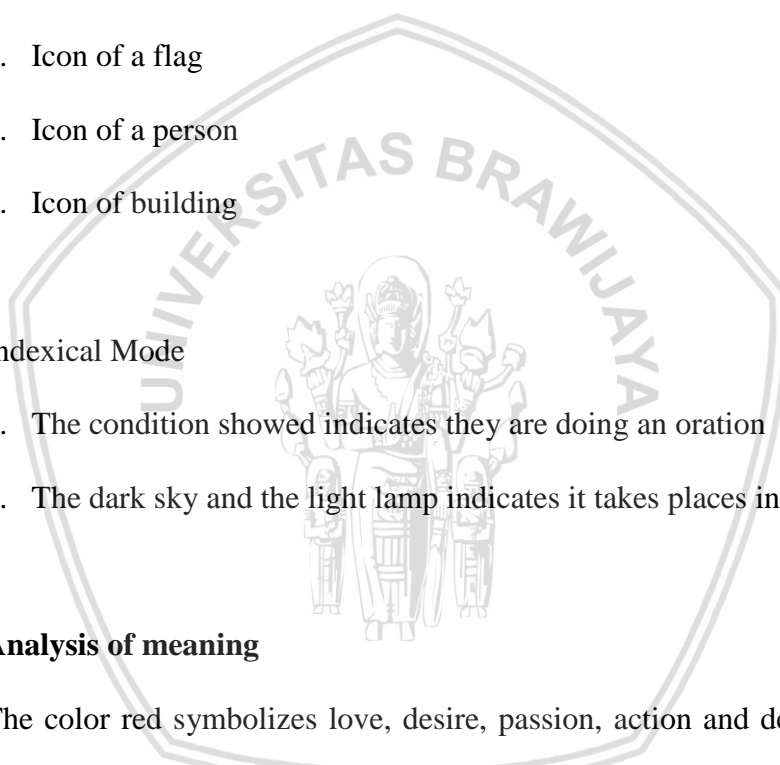
c. Indexical Mode

1. The condition showed indicates they are doing an oration
2. The dark sky and the light lamp indicates it takes places in the night

4.1.4.1 Analysis of meaning

The color red symbolizes love, desire, passion, action and deep emotion. The color also brings meaning of differences and danger. The symbolism of love can be seen in the memories of wedding ceremony. Most of people use red clothes in the celebration. Shown in figure 4.1.4.1.j, it shows the relation of a mother and her child which are smiling and happy. Their togetherness reflects their love to each other. They share an emotion and enjoy it.

The giver also gives memories about race and religion. In figure 4.1.4.1.l, it shows the Moslem doing *Sholat* together. There are two young children sit between



the people praying. The white boy in white outfit and the girl in red. If we see the picture, our attention will be distracted to the girl in red despite the boy behind. The red outfit and the difference action make her easy to get noticed.

The color red is used to indicate the danger is shown in figure 4.1.4.1.k, memories of the war. The giver passes a memory of war to Jonas in order for him to understand the real pain. However, at the first the giver didn't plan to pass it at that time. He shares the memories accidentally. Then, Jonas sees his friends were killed in the field. The memories roll in red flashlight with the sounds of gun.

The color red reflects the action people take. In figure 4.1.4.1.m, it shows a hand hold the other one hand which is doing peace signs. They seem in an oration we're taken until the dark. Peace signs often use to symbolize cessation of war. The color red reflects behind the action we also have to brave enough to face the risk behind. We have to take wise decision in order to create a peaceful life.

4.2 Discussion

Related to the finding of the study, the color red has several meanings behind its presences. The color red can analyze as a sign. In this case, the writer uses The Peircean Model (1982) in order to analyze how the color red is interpreted in *The Giver* movie. Used this Peircean Model, the writer found out that the color red can be categorized as a symbol. Then, the writer analyzes the denotative and connotative meaning behind the color red.

Understanding the connotative meaning helps us to know more about the meaning behind the color. The meaning of color can be different based on the

context. In *The Giver* movie, the color appears after Jonas gets the memories about color. The color red is the first color he recognizes. The color red appears in the scenes when Jonas is involved in there. The appearances of color red are triggered by Jonas's actions. The writer found out that the color red appears when Jonas meets Viona, the girl that Jonas likes. Second, the color red appears when Jonas manipulates his morning injection. Also, color red appears in the scene when Jonas leaves the community with Gabriel to pass the boundary. It shows that the appearance of color red related to the Jonas's love and action in violating the rules. Also, the color red appears in the past memories, like the mother and her child, the praying, the war, and the oration is still related to Jonas's action. The appearances of the color red in the memories of a mother and her child is related to Jonas's knowledge about love. Besides the love, people also suffered from pain as the consequences of their action. As the next giver, Jonas has knowledge that makes him different from the rest of the community member. It makes him do some action which is considering as against the rule even he had a good reason. The rest of the community member cannot understand it because they cannot feel the emotion erased. The color red appears in the memories of the past which is influence Jonas's action in violating the rule.

The color red is not stand out by itself. The color is reflected in some properties. The writer found several things painted in color red around Jonas. The things are Viona's hair, apples, books, and clothes.

The writer analyzes each of the sign reflected in those things mentioned above. Even though the things have the same color red, each of them has different

meaning beyond. The color red itself and the things that possess it have related meanings to complete each other.

Viona's red hair symbolizes the love and desire. Even, Jonas can see the color before he gets the memories of color from the past. He looks like having an interest toward Viona. The color changes Jonas sees also indicate that Jonas is different from the rest of community members. He possesses the ability to see beyond. Then, his courage and action are symbolized by the red apples. In order to save Gabriel, Jonas takes the consequences and does his action. He is not afraid to do things against the rules because he believes that what he does is right. Moreover, he has been skipping the morning injection in one month using the red apple. This apple is also used by Viona to skip the morning injection as Jonas asks. In other word, the red apples are also related to Jonas's relation with Viona. Apple is often called as forbidden fruit (Claire, 2015). In this movie, Jonas also uses it to do something forbidden. The another thing that writer found is red book. The book reflects the knowledge of the giver. His knowledge about the past is the one that makes him different from the other member of the community. This position is such an honor, but it has so many risks and dangers. The meaning of color red is also reflected in the memories from the past and Jonas's vision. The memories show a lesson about love, pain, color, race, and belief.

Furthermore, the meaning of color red is closely related to Jonas character. Beside to make the movie more interesting, the color is used to serve story and built a character. It gives a better understanding to the audiences in perceiving the meaning of the movie. Related to the theory of color in chapter II, the meaning of

color red is suitable for Jonas's character in this movie. The color red portrays Jonas's love, desire and courage. Based on the previous studies, there is the similarity in the use of color red in Veronika's study. In Bram Stoker's *Dracula* movie, color red as the uncontrolled reflected sexuality or deep desire.

In *The Giver* movie, the community is set by the principle of "sameness". Therefore, they do not understand about differences. Every individual is treated the same. They do not have a freedom to make a choice in their life. They believe the freedom just make people choose wrong and make the world away from peace. That is why they erased all of memories from the past and created an ideal community as they believe. Those community principle is shown by black and white scene.

Since the writer sets a limitation in analyzing the color red, this study only provides the meaning behind the color red that appears in this movie. Even though, there are some other colors shown in *The Giver* movie. The writer chose the color red only because the color is considered to have an important role in this movie in built the main character, Jonas. Hopefully, there will be similar research in the future that analyzes all of the colors involved in *The Giver* movie. So, the analyzes will be more complete and cover up the lack of this study.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides the conclusion and the suggestion of this study. Conclusion covers the summary of findings. Suggestion is for the future researcher and Faculty of Cultural Studies.

5.1 Conclusion

The writer makes some conclusion after finishing the study. The first, color can be analyzed as a sign because color have certain meaning behind its presence. Especially, color in a movie. Second, the use of color in a movie is related with the story and the character. Color is not only used to make movie interesting, but also to serve several meanings in order to build a character.

In *The Giver* movie, the color red is used to build a character of Jonas, the main character. The color red possessess in some properties like Viona's hair, apples, books and clothes. Then, the writer found out that even though having the same color, the meaning of color can be different based on the context. The color red of Viona's hair indicates Jonas's interest toward Viona. It implies love and desire. In the apple, color red symbolizes Jonas's action, confidence and action. Then, the meaning of color red on the books is related to his knowledge and his passion to see beyond that makes him different from the rest of the community members. The third, analyzing the sign using connotative meaning is suitable in order to understand the meaning behind well. At least, knowing the meaning of the

color is really helpful. We can apply it not only in a movie, but also in our everyday life.

5.2 Suggestions

The suggestions are provided for the future researcher in order to make better research. The writer suggests the next researcher to conduct more studies in semiotics, especially about color in a movie. It is because the writer found out that semiotics analysis in color is still rare. The writer would like to present this study to give idea and inspiration for other researchers. Hopefully, the future research that has the same topic as this study can provide a better research and cover up the limitation of this study because this study only analyzed the color red, not the other color or another form of sign. The issues the writer did not cover are the symbolism of another color than red and the other things that can be taken as a sign, like first snow, slide, also the use of precise language. The writer hopes there is a next researcher who can analyze the relation of all sign in The Giver movie. This study is not perfect, but the complete one in providing the color red issues. Furthermore, the writer hopes this study can be additional knowledge and literature for the next researcher who wants to conduct a research about semiotics analysis, especially color in a movie.

REFERENCES

- Ary, D. et al. (1972). *Introduction to Research in Education*. New York: Holt, Rinehart and Winston, Inc.
- Bernard, Veronika. (2011) *Semiotic Analysis of Colors and Symbolic Imagery in Francis Ford Coppola's Bram Stoker's Dracula* (1992). University of Innsbruck.
- Bourn, Jennifer. (2011). *Color Meaning: Meaning of The Color Black*. Retrieved April 07, 2018, from <http://www.bourncreative.com/meaning-of-the-color-black>
- Bourn, Jennifer. (2011). *Color Meaning: Meaning of The Color Gray*. Retrieved April 07, 2018, from <http://www.bourncreative.com/meaning-of-the-color-gray>
- Bourn, Jennifer. (2011). *Color Meaning: Meaning of The Color Red*. Retrieved April 07, 2018, from <http://www.bourncreative.com/meaning-of-the-color-red>
- Bourn, Jennifer. (2011). *Color Meaning: Meaning of The Color White*. Retrieved April 07, 2018, from <http://www.bourncreative.com/meaning-of-the-color-white>
- Cambridge Dictionary. (2018). *Movie*. Retrieved February 26, 2018, from <https://dictionary.cambridge.org/dictionary/english/movie>
- Concise Oxford English Dictionary 11th Edition.
- Chandler, Daniel. (2002). *The Basic semiotics*. London and New York: Routledge.
- Claire. (2015). *Symbols and Their Meaning: The Apple*. Retrieved May 21, 2018, from www.jweel.com/en/blog/p/2015/symbols-and-their-meaning-the-apple/
- Darrodi, Maryam Mohammadzadeh. (2012). *Models of Colour Semiotics*. The University of Leeds, School of Design.
- Nurjannah. (2012). *Symbolism in Ron Howard's Angels and Demons Movie (2009): A Semiotic Approach*. Universitas Muhammadiyah Surakarta.
- Olesen, Jacob. (n.d). *Hair Color – What does It say About You*. Retrieved April 07, 2018, from <https://www.color-meanings.com/hair-color-what-does-it-say-about-you/>

Olesen, Jacob. (n.d). *Red Color Meaning – The Color Red*. Retrieved April 07, 2018, from <https://www.color-meanings.com/red-color-meaning-the-color-red/>

StudioBinder. 2016. *How to Use Color in Film*. StudioBinder Inc.

The Giver. (2014). Retrieved from <https://m.imdb.com/title/tt0435651>

